

**GENERAL PLAN UPDATE  
ECONOMIC DEVELOPMENT SUBCOMMITTEE**

**November 05, 2003  
Conference Rooms 2 & 3  
MINUTES**

**MEMBERS PRESENT:** William Tunstall    Kevin Carlson                      Charles  
Moore                      Daniel Munoz                      Russ Hall                      Scott  
Vinson

Carl A. Nelson                      Ramin Moshiri

**MEMBERS ABSENT:** Mary Wylie

**STAFF PRESENT:** Ed Batchelder, General Plan Update Project Manager  
Byron Estes, Redevelopment Manager  
Bryan Ducote, Principal Community Development  
Specialist

Mary M May, Consultant – General Plan Update  
Rabbia Phillip, Secretary, General Plan Update

**CALL TO ORDER–** The meeting was called to order at 3:00 p.m. The presence of a quorum was confirmed.

**APPROVAL OF MINUTES–** There were no minutes to be approved at this time.

**1. REVIEW OF TABLE SUMMARIZING EDS RECOMMENDATIONS IN THE GPU PROCESS**

Ed Batchelder presented what has transpired and been developed with the General Plan Update processes to date. He explained the publications completed and their origins and development up to Town Hall 3, which would be taking place on November 15, 17 and 19, 2003. A copy of the Town Hall 2 Summary Report was made available to the members. The feedback from the community reflected their preferences for the city and guided the formulation of the land use alternatives. He outlined that the

form the information will be presented in 3 Opportunity Areas, the Northwest, the Southwest and East/Otay Ranch, with 3 concepts for each area.

He pointed out that the Bayfront has a specific Master Plan and that the information gathered for that area under the GPU process will be coordinated with the executors of that plan. He advised them that there was a joint meeting of the Bayfront Master Plan Citizens' Advisory Committee and the General Plan Update Steering Committee scheduled for 12/08.

Similarly the GPU information will be collaborated into the work of the Urban Core Specific Plan when action begins to be taken in the urban sectors.

Ed referenced the document, which was a matrix representing EDS action and their relationship to other GP Elements. The group exchanged comments and had discussions on the information; one member stated that staff should be directed to set up some mechanism to track progress and implementation of General Plan-directed action. It was suggested that some type of periodic monitoring program be put into place. Staff was asked to report back on this.

Ed introduced Mary May and explained that her work was instrumental in preparing the document, which was distributed, showing the elements of the General Plan and their association with the EDS issues. This will be covered at the next meeting.

The Chairman encouraged the members to attend the Town Hall 3 workshops to support the efforts of the City and register to the communities the cohesion of the committees with the City staff.

**PUBLIC COMMENT** – there were none

**ADJOURNMENT**

The GPU part of the meeting was adjourned at 4:20p.m. to the next meeting on December 3<sup>rd</sup> 2003, in Conference Room 2 & 3.

Recorded by,

Rabbia Phillip  
Secretary, General Plan Update